

“To understand the prescription behaviour of EPA and DHA among Orthopaedics and Consulting Physicians”

Summer Training Report

By

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Academic year

2019-2021

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TO WHOMSOEVER MAY CONCERN

This is to certify that **Ranjeet kumar Yadav**, student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at **Delcure lifescience** from **April 1, 2020 to May 31, 2020**

The Candidate has successfully carried out the study designated to him during internship training and he approach to the study has been sincere, scientific, and analytical.

The Internship is in fulfilment of the course requirements.

Dean, Academics and Student Affairs

The IIHMR University, Jaipur

Professor

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CERTIFICATE BY SCHOLAR

This is to certify that the Summer Internship titled ***To understand the prescription behavior of EPA and DHA among Orthopaedics and Consulting Physicians*** and put together by **Ranjeet kumar yadav**, Enrollment No. IIHMR-U/02/2019-21/202 under the oversight of **Dr. Saurabh Banerjee** for grant of MBA in Pharmaceutical Management completed during the period from April 1, 2020 to May 31, 2020 encapsulates my unique work and has not shaped the reason for the honor of any degree, recognition partner transport, cooperation, titles in this or some other foundation or other comparable organization of higher learning.

Signature

Acknowledgement

I am first and foremost appreciative to my organization, Indian Institute of Health Management Research, Jaipur for giving me an open door as summer preparing, which helped me increase an inside and out information on the working of a clinic.

I might want to stretch out my true respects to **Mr. Hari Shankar sahu(Marketing Head, Delcure lifescience)** for giving me such an incredible learning opportunity and for controlling me at each progression, for giving me chances of prudent learning by allocating me anticipates and continually being open for useful conversations and for indicating unmistakable fascination for my late spring preparing and being agreeable and accommodating all through my time at Delcure Lifescience.

I might want to stretch out my note of gratitude to my tutor at IIHMR University, **Dr.Saurabh Banerjee (Dean, Associate Professor, The IIHMR University)** for being my steady guide and continually being accessible at whatever point I required his direction.

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Introduction

The project aims at the paradigm shift from the conventional marketing strategies to the new digital model. The company which provided with the project was DelCure Lifescience and the product which was worked with was Omega3 fatty acid. Before starting with the project, it was very much necessary to know about the Company and the Product and the next sub-topics will be relating the same.

Organization Profile:

DelCure Life Sciences Ltd. (DLL) is a complete drug company with an aim to bring a differentiated high-quality product through international collaboration with ground breaker corporations from the USA, Switzerland, and European countries. prime quality product square measure assured from our producing partner of high repute.

Vision:

“To become a most respected uniquely positioned leading pharmaceutical company in the Chosen Areas or Specialty verticals in India and abroad with distinct value-based characters”.

Product Overview:

- A prescription form of omega-3 fatty acids has been approved by the u. s. Food and Drug Administration as an adjunct to diet for the treatment of very high lipid levels. The active ingredients of omega-3 fatty acids are omega-3 (EPA) and omega-3 (DHA), which are answerable for the acylglycerol lowering.
- The prescription product contains a complete of 0.84 g of those 2 active ingredients in each each capsule of omega-3 fatty acids. the whole EPA and DHA dose suggested for triglyceride lowering is just about 2–4 g/day fish oil product containing epa and DHA square measure on the market without a prescription, however the yankee Heart Association advises that therapy with independent agency and DHA to lower terribly high acylglycerol levels ought to be used solely below a physician's care.
- In patients with acylglycerol levels on top of five hundred mg/dl, just about four g/day of independent agency and DHA reduces acylglycerol levels forty fifth and extremely and extremely cholesteric levels by over five hundredth.
- Low-density conjugated protein cholesteric levels might increase counting on the baseline acylglycerol level, however cyber web result of independent agency and DHA medical aid may be a reduction in non–high-density conjugated protein cholesteric level. • Alternatively, patients might receive one among the fibrates (gemfibrozil or fenofibrate) or B complex for acylglycerol lowering if their acylglycerol levels square measure beyond five hundred mg/dl. In controlled trials, prescription omega-3 fatty

acids were well tolerated, with an occasional rate of each adverse events and treatment-associated discontinuations.

- The availability of prescription omega-3 fatty acids, that ensures consistent quality and purity, ought to influence be valuable for the medical management of hypertriglyceridemia.

EPA:

Body uses EPA to produce signalling molecules called eicosanoids which plays numerous physiological roles and reduce inflammation.

It is found mainly in sea food e.g., Eel, Shrimp, Salmon etc.

DHA:

DHA is an important structural component of our skin and the retinas of our eyes.

Boost heart health by reducing triglycerides and possibly LDL (bad) cholesterol

Uses:

Omega-3 fatty acids are not thought to assist cut back the danger of cardiovascular disease and additionally to push healthy skin. they're additionally used at the side of diet and exercise to assist lower levels of definite blood fat (triglyceride) and to lift levels of "good" steroid alcohol (HDL). This product may be accustomed to facilitate treat high-pressure level and arthritis .

Omega 3 market in India

Indian market for omega-3 polyunsaturated unsaturated fat (PUFAs) fixings is in the development phase of its lifecycle. Omega-3 unsaturated fats have been utilized in food stronghold and dietary enhancements from an extensive stretch in India. Customer attention to omega-3 medical advantages and rising extra cash, particularly in urban zones of the nation, will lead the market development later on. It is evaluated that the market will develop by a sound pace of 11.4% CAGR from 2013 through 2020 as far as volume, though regarding esteem it is anticipated to contact US\$29.4 million by 2020 developing at a CAGR of 13%.

Dietary enhancements area is the biggest purchaser of omega-3 fixings as far as volume and worth, trailed by food and refreshment stronghold segment. Fish oil sourced omega-3 fixings rule the dietary enhancements area, while algal DHA oils are driving in food and drink stronghold industry. Opposite end-use application businesses for omega-3 fixings incorporate newborn child nourishment with a critical utilization and pet sustenance with least utilization regarding volume. Pharma and clinical wholesome applications are yet to be created in the Indian omega-3 market.

India is considered as the second biggest market represented a portion of 25.3% in the omega-3 market in 2018, as far as worth, in the Asia Pacific district. Dietary enhancements

have seen a steady ascent sought after because of the expanding wellbeing awareness among the expanding grown-up populace in India. As indicated by Nutra fixings Asia 2016, India's high omega-3 inadequacy has become a genuine motivation of medical problems and the ascent in Chronic infections among grown-up populace in India. The investigation additionally specifies that the ascent in untimely births in the nation as of late is because of Omega-3 lack. This has urged the organizations to progressively concentrate on putting resources into the baby recipe section to take into account the wellbeing prerequisites of rashly conceived newborn children in the nation.

The organizations are significantly putting resources into expanding customer mindfulness on omega-3 based medical advantages. At present, the accessibility of omega-3 based practical food and refreshments is altogether low in the nation. As indicated by the National Institute of Health (NIH) 2018, there has been a flood in the dry eye illness cases among the Indian Women because of the low omega-3 utilization. This has likewise urged buyers to expend omega-3 dietary enhancements in the nation.

The general market is grouped into Dietary Supplements and Functional Food and Beverages, with the previous evaluated to involve the bigger lump of around 65% in 2015. Utilitarian food and refreshments are required to develop with a higher development rate. This is because of the expanding perceivability of such items in present day retail designs and limited time exercises through TV commercials.

In 2015, the Indian dietary enhancements advertise was esteemed at US\$ 1.8 Billion. Notwithstanding, with developing mindfulness, number of individuals deciding on dietary enhancements all alone has likewise expanded. Higher buying power has incited Indians to be more wellbeing cognizant and receive a sound eating routine finished with utilization of wholesome enhancements, said **Mr. D S Rawat, Secretary General ASSOCHAM.**

The interest for the nutrient and mineral enhancements may increment later on because of the undesirable dietary patterns and worry in day by day way of life. Individuals may profit by the additional supplements found in these enhancements. A multivitamin and mineral enhancement will help in shielding against occasional supplement setbacks in the eating routine. Because of these reasons the nutrient and mineral market in India is foreseen to develop in the coming years and arrive at an estimation of US\$ 2.1 Billion by 2022, includes the examination.

According to current market division, nutrients and minerals represent a lot of around 40 percent in Indian dietary enhancements showcase followed by natural enhancements (30 percent), probiotic (10 percent), omega-3 unsaturated fats (five percent) and proteins, amino acids and other basic components together record for the rest of the portion of 15 percent.

Dietary enhancements (for the most part nutrients and minerals) are principally delivered by pharmaceutical organizations and are dominantly medicine based, suggested by doctors, nutritionists, rec center educators and other people who go about as significant influencers.

Higher buying power has made individuals more wellbeing cognizant and incited them to embrace a sound eating routine finished with utilization of healthful enhancements.



Literature Review

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1.(A Shaker,2014. Danielle Swanson) overview of Prescription omega-3 fatty acid carboxylic acid Product Information: additionally, approved as generic. Entry criteria were swollen therefore the mean of the two TG-qualifying values was ≥ 185 mg/dL with ≥ 1 of the two values ≥ 200 mg/dL. All studies were in diet-stable patients United Nations agency were schooled to follow the NCEP Therapeutic manner Changes diet; values area unit mean $\pm$ customary deviation; follow-up values represent end-of-treatment values within the individual studies. BID = double daily; BMI = body mass index; COMBOS = Combination of Prescription omega-3 fatty acid With statin trial; CVD = vessel disease; DHA = docosaheptaenoic acid; independent agency = eicosapentaenoic acid; life = Epanova Combined with a medicament in Patients With Hypertriglyceridemia to cut back Non-HDL cholesteric study; EVOLVE = The Epanova for Lowering terribly High Triglycerides trial; solfa syllable = fatty acid; agency = Food and Drug Administration; IPE = icosapent ethyl; LDL-C = low-density lipoprotein-cholesterol; MARINE = Multi-Center, Placebo-Controlled, Randomized, Double-Blind, 12-Week Study With associate Open-Label Extension; NCEP = National cholesteric Education Program professional Panel on Detection, Evaluation, and Treatment of High Blood cholesteric in Adults (Adult Treatment Panel III); NR = not reported; OM3EE = omega-3 fatty acid-acid alkyl group ester; OM3FA = omega-3 fatty acid fatty acid; OM3FFA = omega-3 free fatty acid; TG = lipid.

Objective of the Study:

The objective of the study is to find out various ways through which we can enhance our digital presence.

- To understand the prescription behaviour of EPA and DHA among Orthopaedics and consulting physician.
- Find out in which indication Dr. prescribes Omega 3 capsule?
- Do they prescribe omega 3 capsules in case of Arthritis?
- If yes as a Mono therapy or co-therapy?

Research Methodology:

Sample Design – Descriptive study

Sampling - Nonprobability Convenience sampling

Data collection- primary data will be collected through the questionnaires and meeting

With respondents.

Secondary data will be collected through published journals and literatures

Sample size- 200 doctors

Sample area- Prayagraj

Duration- 60 Days

Inclusion criteria- Orthopaedics and General physicians.

Tools- questionnaires to collect primary data

Microsoft Excel for analysis

SWOT ANALYSIS:

STRENGTH: • Extensive reach across India • Fastest growing brand in the country • Strong brand image • Higher efficacy • Low cost higher quantity • Dynamic field force • Has anti-inflammatory properties and improves immunity • Reduces the risk of heart diseases	WEAKNESS: • Already existing competition • Lack of brand loyalty and retention of mid-level customers • Lack presence on the social media.
OPPORTUNITY: • New customers • Increased number of patients • Utilization and optimization of existing corporate hospital entries • To increase presence on the social media.	THREATS: • Lack of brand awareness • Pricing policies and restrictions • Increase in the new entrants. • Changing policies of the government. • Environmental factors. •

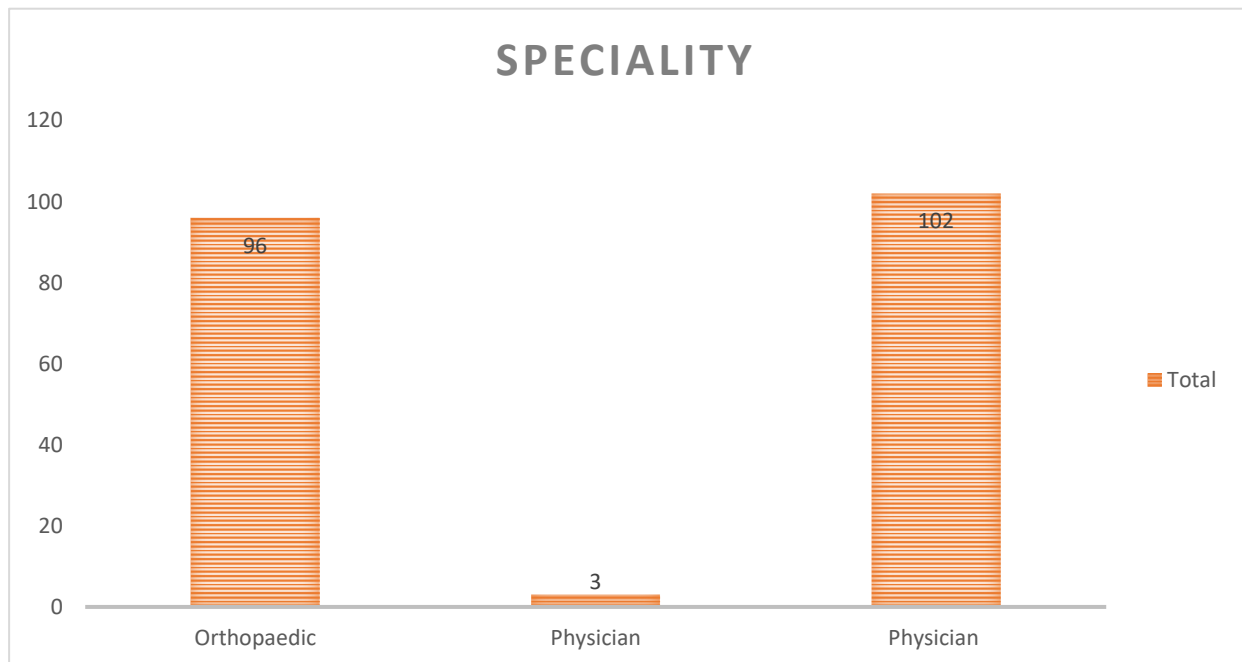
Results

Demography:

1. SPECIALITY

- Orthopedic
- Physician

Result shown in the graph[1.]

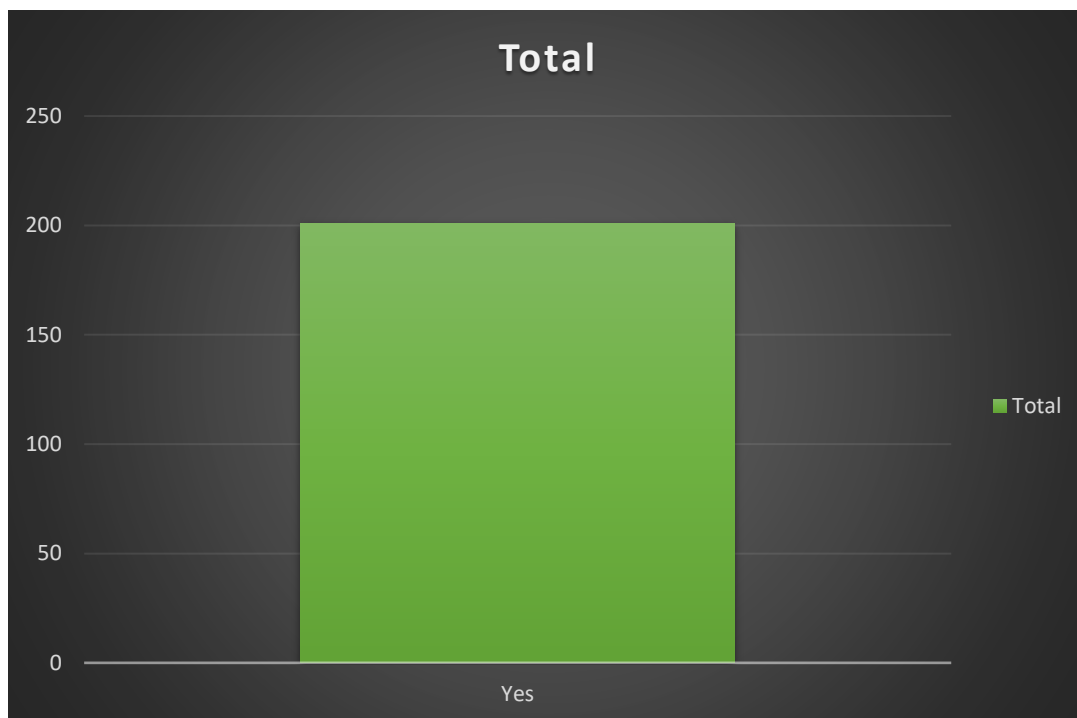


[Fig.no.1]

Here, I have tried to cover maximum Doctor's among Orthopaedic and Consulting Physician according to my Project requirement

2.Do you prescribe EPA + DHA?

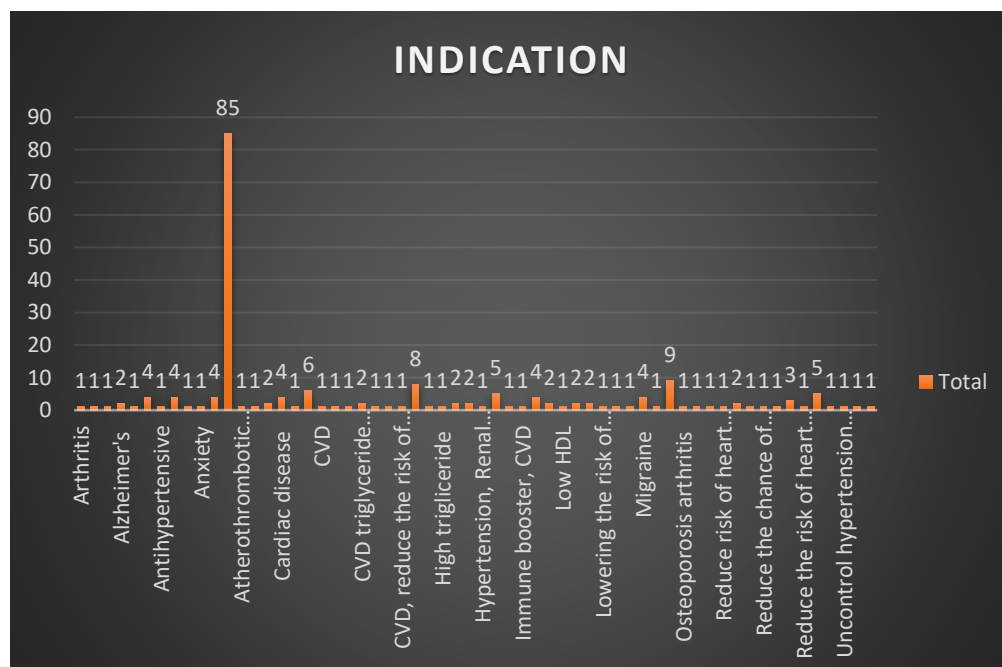
- Yes
- No



[Fig.no.2]

Through this above chat I have tried to show that maximim of the Doctors whether the Othopaedic or the consulting physician they use to prescribe EPA +DHA to their patients.

3. In which indication do you prescribe?

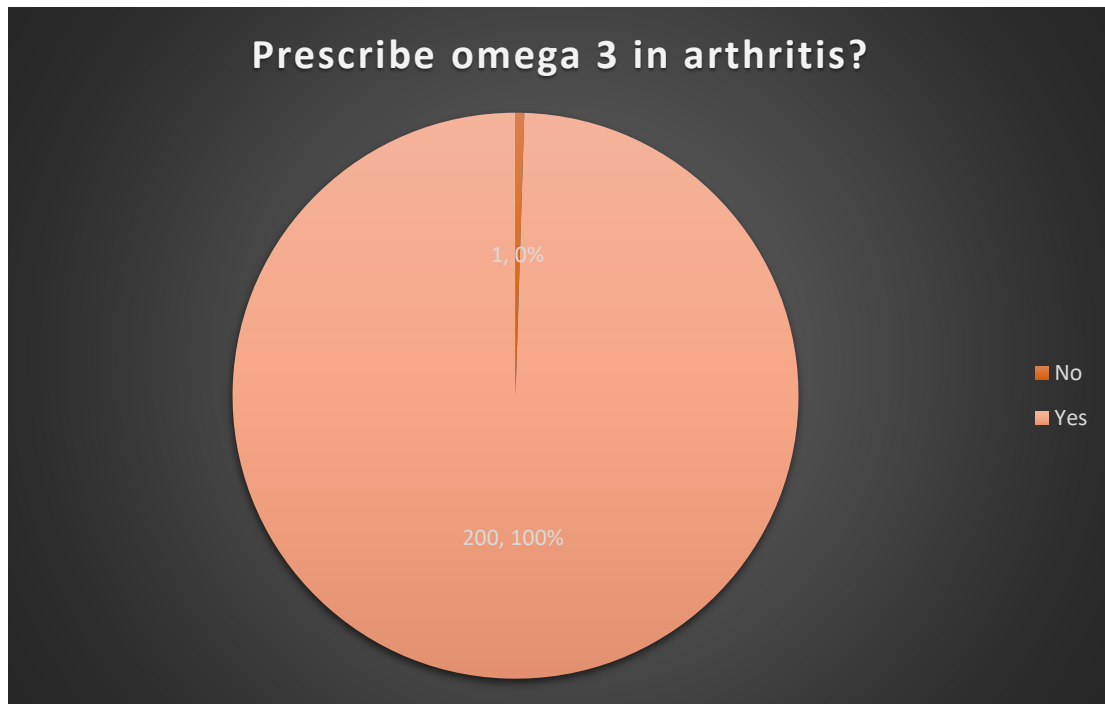


[Fig.no.3]

This question was an open ended and maximum number of the Doctor's said that they use to prescribe Omega 3 in the Indication are:

- ARTHRITIS
- CVD PROBLEMS i.e heart attack, stroke , Arrhythmia, Angina etc
- BLOOD PRESSURE
- HIGH TRIGLYCIRIDE
- HDL,LDL
- CHOLESTEROL
- JOINT INFFLAMATION
- etc

4. Do you prescribe EPA+DHA (Omega 3) in arthritis?

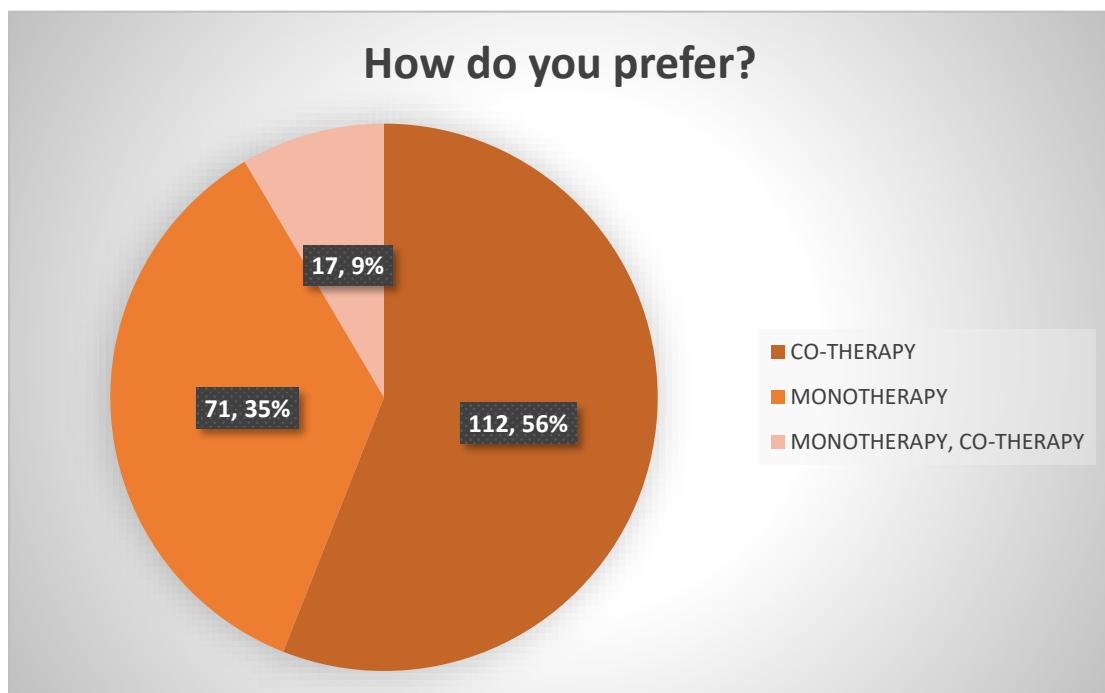


[Fig.no.4]

Through the above chart, its clearly showing that omega 3 is usually prescribed by the Doctor's to their arthritis patients about 96% of the doctors use to prescribe.

5. How do you prefer combination?

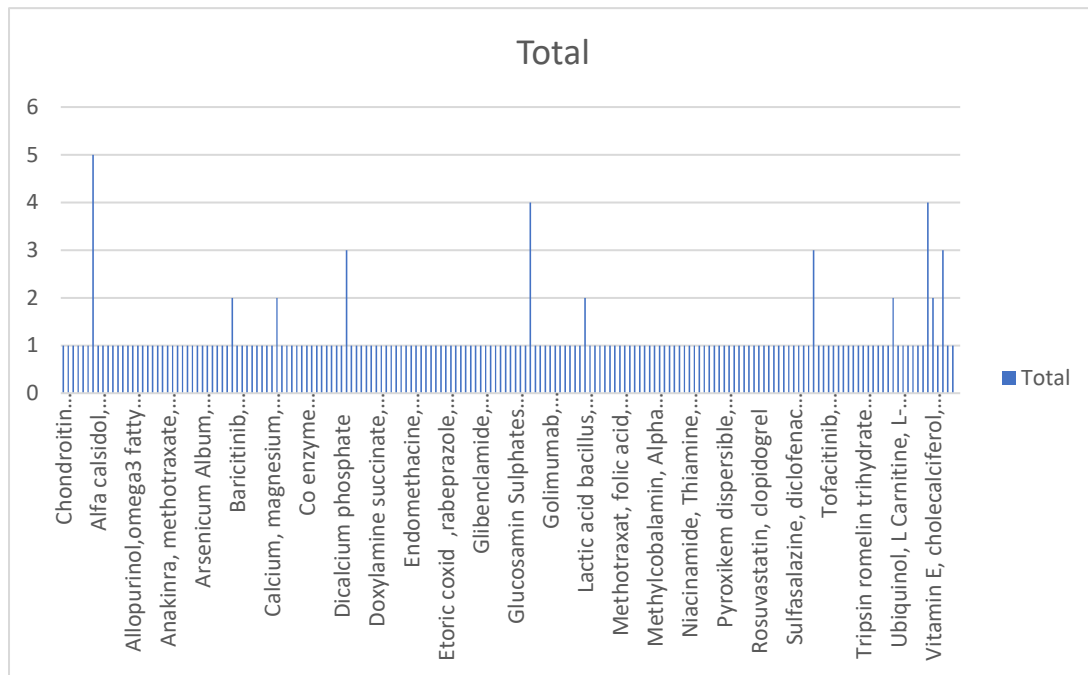
- Co-therapy
- Mono therapy



[Fig.no.5]

Trough the above chart, Most of the Doctors use to prefer CO-THERAPY i.e about 56% of the Doctor's and about 35% of them use to prefer Mono-therapy

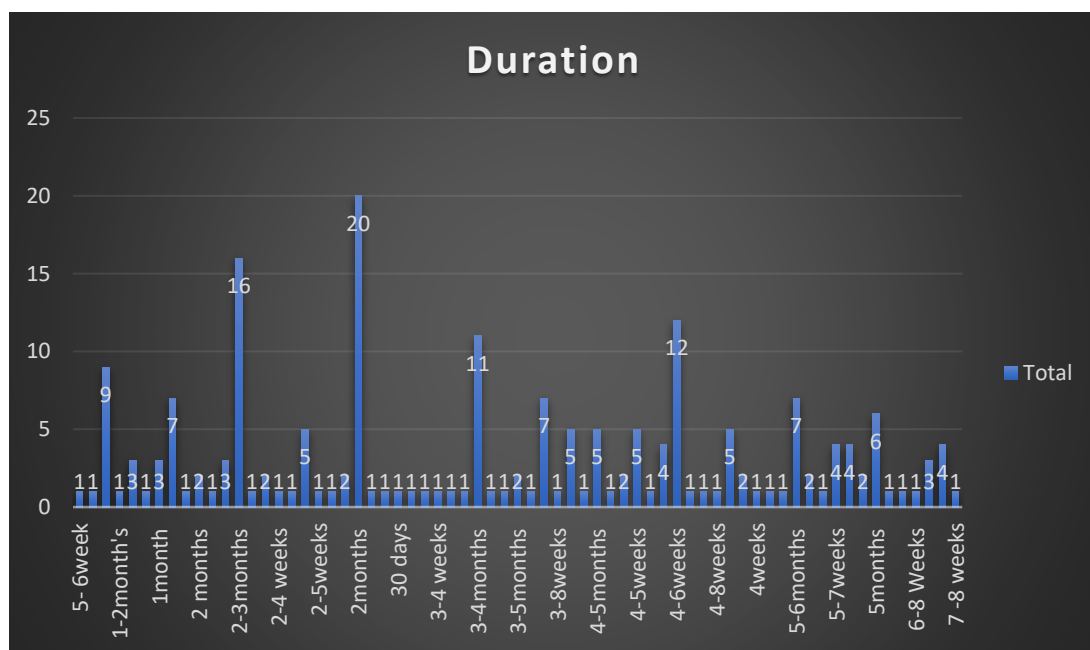
6.What are the other molecules you prescribe in combination with EPA+DHA?



[Fig.no.6]

Each and every DOCTOR'S use their Different combinations but most of the drugs they use to prescribe with omega 3 are

7.How long you prescribe EPA+DHA (Omega 3) in arthritis (Therapy duration)?

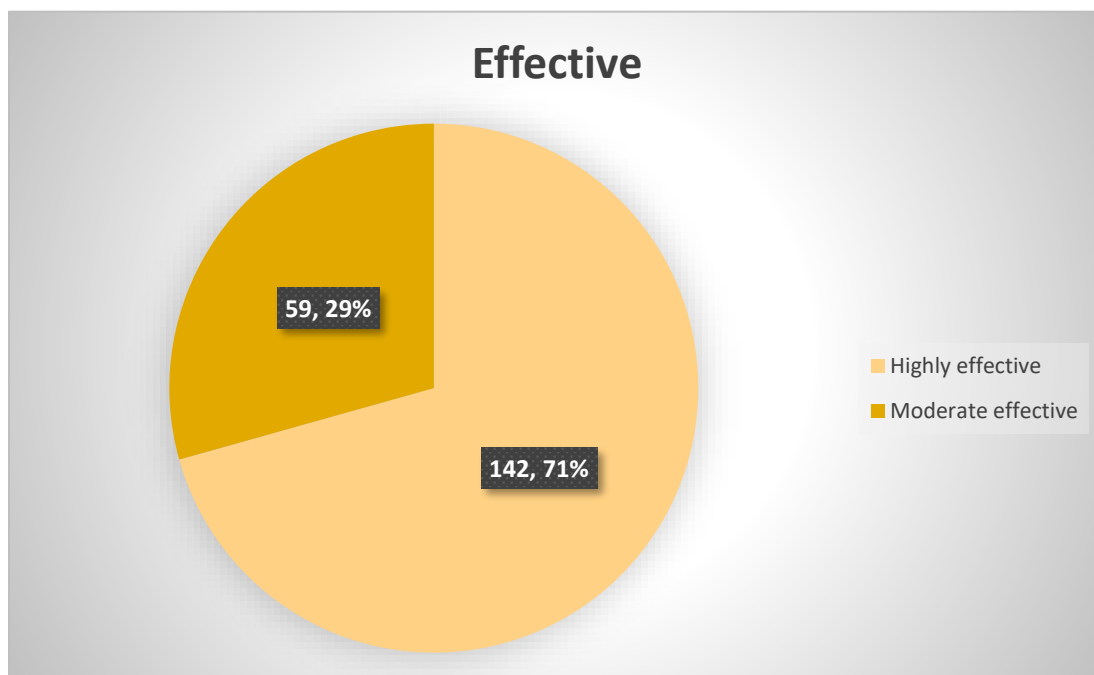


[Fig.no.7]

From the above graph we came to know that maximum Doctor's use to prescribe omega 3 for upto 6 months

8.How effective you found EPA&DHA (Omega 3) in Arthritis?

- Highly effective
- Moderate effective
- No effective



[Fig.No.8]

Through above chart, Most of the Doctors i.e about 71% said that they found Omega 3 is MODERATE EFFECTIVE in the Arthritis. And about 29% of them found HIGHLY EFFECTIVE in Arthritis

Conclusion:

- The present study have provide an information about the prescription behaviour of EPA and DHA among Orthopaedics and consulting physician. As we can see from the above Graph that maximum Doctor's use to prescribe Omega 3 fatty acid i.e about 98% .they mainly use to prescribe on – arthritis ,CVD problems -Heart-Attack, Stroke ,Angina ,Blood pressure ,to the patient with high cholesterol level ,triglyceride level ,HDL ,LDL ,Hypertension ,Anxiety ,skin related problem ,joint inflammation, etc. it is clear from the above graph (fig 4) that omega3 are mainly prescribed by the doctor's in arthritis patient i.e about 96%.and if we talk about How do they prefer then most of the Doctor's use CO-THERAPY i.e about 56% ,MONOTHERAPY is about 35%,and who use to prefer both i.e co-therapy and monotherapy is about 8.5%.
- And if we talk about the combination which they use to prefer then every Doctors have their different combinations but they use to give an arthritis drug with NSAIDS with anti-inflammatory drug with the Omega 3 its totally depend on the patient problems.Some of the drug they used are – Methotrexate,Hydroxychloroquine,diclofenac,celecoxib,etadolac,parecoxib,deflazacort,salfasalazine,rituximab,abatacept,ibuprofen,naproxen,piroxicam,ketorolac,meloxicam,prednisolone,cortisone,betamethasone ,etc these drugs used in arthritis patient.
- Captopril,benazepril,ramipril,fosinopril,losartan,valsartan,telmisartan,Olmесartan,atenolol,metoprolol,bisoprolol,carvedilol,amlodipine,diltiazem,nifedipine,statin,furosemide,isosorbide dinitrate, minoxidil ,etc these drugs are mainly used in cvd, hypertension ,cholesterol,blood pressure etc.(fig 6)
- Now if we talk about the duration of omega 3 fatty acids used to prescribe by the Doctor's to their patients then its totally depend on their problems and the requirements, most of the doctor's said that they mainly used it about 3-6 months.(fig 7)
- And if we see that omega 3 is how much effective in arthritis then 75% of Doctors said that it is moderate effective and 22% of them said is highly effective.(fig 8)
- So these are the outcomes which I have received from the survey.

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QUESTIONNAIRS:-

Dr NameSpeciality
.....

Qualification.....

Contact.....

Place.....

Date.....

Questions:

1. Do you prescribe EPA + DHA? Yes ☐ No ☐
If yes – Question 2

2. In which indication do you prescribe?
.....
.....
.....
.....
.....

3. Do you prescribe EPA+DHA (Omega 3) in arthritis? Yes ☐ No ☐
If yes – Question 4, If no - Why?

4. How do you prefer? Monotherapy ☐ Co-therapy ☐
If Combination- Question 5.

5. What are the other molecules you prescribe in combination with EPA+DHA (Omega3)?
.....
.....
.....
.....
.....

6. How long you prescribe EPA+DHA (Omega 3) in arthritis (Therapy duration)?
.....
.....

7. How effective you found EPA&DHA (Omega 3) in Arthritis?
Highly effective ☐ Moderate effective ☐ Not effective ☐

8. Any Suggestion?
.....
.....

Ranjeet report-1

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Melanie Mattar, Omar Obeid. "Fish Oil and the Management of Hypertriglyceridemia", Nutrition and Health, 2009

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Fundamentals of Digital Marketing

Course Description:

The Course Fundamental of digital marketing by Google Digital Unlock is all about how effectively and efficiently someone can use the various aspects of digital marketing to groom their business likewise in these COVID -19 pandemic where everything is getting digitalised this simple yet effective course has helped to go into depth about digital marketing and its use.

Objective of the Course:

The main objective of the course is to let us know about the various ways by which we can groom our business digitally and also it let us know about the key aspects of each content. A separate quiz after the completion of each module has also been assigned failing which we won't be able to move on to the next module. A final exam was also a part of the course after passing that we can get our certificate. All these has been a part of the learning process and has helped to enhance our knowledge side by side.

Course Contents:**1. What is digital marketing?**

Fundamentally, Advanced advertising alludes to any internet showcasing endeavours or resource Email showcasing, pay-per-click publicizing, online networking promoting and in any event ,blogging are on the whole incredible instance of computerized and persuade them to purchase.

2. Digital Marketing Assets

Nearly anything can be an advanced promoting resourcing. It basically should be an advertising apparatus you utilize on the web. That being stated ,numerous individuals don't understand what number of computerized promoting resource they have available to them, Here are only a couple of modules:

- Your website
- Logos, symbols, abbreviations, and so forth
- Video content (video promotions, item demos, and so on)
- Pictures (infographics, item shots, organization photographs, and so forth)
- Composed substance (blog entries, eBooks, item depictions, tributes, and so on)
- Online items or instruments (SaaS, adding machines, intelligent substance, and so forth)
- Audits
- Web based life pages

As you can most likely envision, this rundown just starts to expose what's underneath. Most advanced showcasing resources will can be categorized as one of these classes, however

cunning advertisers are continually thinking of better approaches to arrive at clients on the web.

3. Digital Marketing Strategies

The rundown of advanced advertising methodologies is likewise continually developing, however here are a portion of the techniques most organizations are utilizing:

Pay-Per-Click Advertising

Pay-per-click (PPC) publicizing is really a wide term that covers any kind of computerized showcasing where you pay for each client who taps on a promotion. For instance, Google AdWords is a type of PPC publicizing called "paid inquiry promoting" (which we will go over in a second). Facebook Ads are another type of PPC promoting called "paid online life publicizing" (once more, we will get into that in a matter of seconds).

Paid Search Advertising

Google, Bing, and Yahoo all permit you to run text promotions on their Search Engine Results Pages (SERPs). Paid pursuit publicizing is probably the most ideal approaches to target potential clients who are effectively looking for an item or administration like yours.

Website streamlining (SEO)

In the event that you would prefer not to pay to appear in the SERPs, you can likewise utilize site design improvement (SEO) to attempt to rank pages or blog entries on your website naturally. You don't need to pay legitimately for each snap, yet getting a page to rank for the most part takes a considerable amount of time and exertion (for a more inside and out correlation of paid hunt and SEO, look at this article).

Paid Social Media Advertising

Most web-based life stages like Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Snapchat will permit you to run promotions on their webpage. Paid online networking publicizing is extraordinary for building mindfulness with crowds that probably won't know that your business, item or administration exists.

Online life Marketing

Like SEO, online life promoting is the free, natural approach to utilize web based life stages like Facebook or Twitter to showcase your business. What's more, much the same as SEO, naturally advertising your business via web-based networking media takes significantly additional time and exertion, yet over the long haul, it can convey a lot less expensive outcomes.

Transformation Rate Optimization (CRO)

Transformation rate streamlining (CRO) is the workmanship and study of improving your online client experience. More often than not, organizations use CRO to get more transformations (drives, talks, calls, deals, and so on) out of their current site traffic.

Content Marketing

Content showcasing is another genuinely wide advanced advertising term. Content showcasing covers any computerized advertising exertion that utilizes content resources (blog entries, infographics, eBooks, recordings, and so on) to fabricate brand mindfulness or drive snaps, leads or deals.

Email Marketing

Email showcasing is the most seasoned type of web based promoting it's despite everything going solid. Most advanced advertisers use email showcasing to publicize exceptional arrangements, feature content (frequently as a major aspect of substance showcasing) or advance an occasion.

Associate Marketing

Associate showcasing is basically paying another person (an individual or a business) to advance your items and administrations on their site.

As should be obvious from the rundown above, there are a variety of approaches to showcase your business on the web, which is the reason numerous organizations either recruit an office to deal with their computerized promoting endeavors or pay for an in-house advertising group and advertising mechanization programming to cover their showcasing requirements (for a top to bottom examination of these choices, look at this article).

4. Search Engine Optimisation and Search Engine Marketing.

Website improvement, famously known as SEO is the most looked for after and the most troublesome expertise to ace. Google is tweaking its positioning calculation 200 times each year which causes the professionals to remain alert as the strategies that worked before could get futile at the moment Google pushes an update.

On Page SEO (Search Engine Optimisation):

This is basically optimizing an individual web page in order to rank higher and earn more relevant customer.

For this we must create more relevant contents with images and use some Target Keywords so that the web page we are targeting can get to the top of the search results.

It is directly linked to the website.

Off Page SEO:

This includes link building, social media and local SEO. In other words, we can generate traffic to your site and make the business appear like the real deal.

For instance, by composing quality substance you can chance in Web indexes however by getting a couple of extraordinary patient destinations to connection to that content we can expand the opportunity that we can wind up getting two or three spots higher.

For this various connection will be given relying upon that we will land up to our preferred specific site.

Search Engine Marketing:

Search engine marketing nothing but a paid promotion. Here what happens is that When we search for any particular page in the site like Google or Bing then the ads pop up. This ad are the results of keywords which are being searched. keyword is also done for this.

SEO v/s SEM

The main difference between SEO and SEM is that for SEO there is on paid stuff required whereas for SEM the whole thing is paid.

5. Social Media Advertising

It is nothing but a addressing the business using any social media platforms such as Facebook, Twitter, you tube, Instagram, and many more. This is all done for the generation

of leads which will in -turn prove to be the advocate customers. this can be done by following ways

Social Media Postings:

Facebook clearly has its own place toward the beginning of this area. However, internet-based life is far beyond just Facebook and you have to exploit that. Internet based life clients are developing constantly and are as of now at 2.6 billion as per Statista.

The principal thing that you can do via web-based networking media is sufficiently basic. On the off chance that you have another item that you need individuals to think about, make a post about it. Discussion about the highlights of your new item, how it can help individuals or improve their lives. To put it plainly, make them amped up for it.

Something else you can do is to make an incredible hashtag. What we mean by this is your hashtag ought to be remarkable and stands apart from the rest. Individuals, or to be progressively careful, likely clients, will have the option to discover data that is identified with your item utilizing the hashtag. Fuel the fervour further by including some off-camera content about your item. This can be photographs, posts, or recordings indicating some fascinating stuff that you did not at first show to general society.

Additionally, you can utilize online networking challenges, surveys, and giveaways to siphon up the association among you and your devotees. This is a fun and simple approach to draw in with the crowd and in the end, acquire fans all the while. In actuality, as indicated by a review, a straightforward Facebook challenge can surrender you to 34% new devotees. That is on a normal for every battle.

Something very similar should be possible with Twitter, Instagram, and YouTube also.

Instagram:

Instagram has millions of user across the global .This is the one of the most promising platform of digital media where people can showcase their talents and as well use it for advertisement .The new age youths go crazy over this new platform .Sharing the videos (long or short),posting picture and getting thousands of likes is the new trend now.

Through this platform various contest can be run which might as well help in advertisement.

YouTube:

YouTube has gotten one of the world's biggest web search tools for finding new substance. Furthermore, YouTube recordings can likewise rank in conventional web crawlers like Google. This presents an enormous traffic opportunity.

You do not have to make a viral video to get results on YouTube. You can in any case advance your items with fascinating or accommodating recordings. Numerous individuals may as of now be searching for your items or brand

on YouTube. By making a marked channel, with your own recordings, you can control the story.

6. E-Mail Marketing

E-mail marketing is a very effective and widely used type of digital marketing. This is very simple where the list of prospective customers are to be taken out and then specific emails relating to the contents are sent. This is very helpful in creating advocate customers and turn one time buyers in to loyal ones.

To collect the email ids various sign up processes can be created which will end up in collection of the emails ids.

7. Website Planning and Creation

Making and Planning your site is a basic route with WordPress it's amazing and simple stage. Begin in minutes with word press and make changes to your webpage in Seconds. Register a one of a kind .com .net, organization, or .me space for your site which can assist you with identifying your business on web and begin utilizing it in proficient manner. after certain endeavours in ad you can get some online nearness in only not many advances. You can plan additionally your current site in WordPress and tweaked your site in a couple of simple advances.

8. Info Graphics

In straightforward manner we can make an image and we can clarify own words that are called data illustrations. Internet based life is better stages for utilizing information realistic for ad and method of utilizing it best option of each guest those are might want to incline toward web based shopping and should utilized all these person to person communication channels to discover their ideal stage for their requirement. Whenever we take a shot at Social Media we required alluring illustrations to get a consideration of their crowd since data designs is very slanting via web-based networking media to advance your image via web-based networking media.

9.Behavioural remarking

In this the scenario is such that is patient once come and searches for our product in our particular site then automatically cookies will be generated in his/her device so that when they even go to some other web page a pop up holding the name of our product will be generated there and because of which the brand value might also increases the popularity.

10. Lead Generation

It is the procedure by which an association finds arranged customers for its thing commitments. Possibilities can come as names and addresses, names and phone numbers, email areas and fax numbers. at whatever point we do promoting for business on premise of primary goal we centre number of leads and what number of clients we are getting every day. lead age is the idea in that we have convert an outsider in our client. We as a whole here Doing advertising to get a few leads from customers after close the lead convert them clients.

These are the various ways taught in the course about digital marketing which are the proven methods to carry out a business digitally. It can also be helpful during any sort of branding of medicine digitally. Altogether the headings mentioned above are proven one's and are also beneficial.

Key Learning from course:

The basic learning from the course is that of the strategies of digital marketing, how it is to be conducted and how it is helpful.

It gives a handful of ideas how socially we can gather and with that we can build the prospect customers.

Ranjeet report

ORIGINALITY REPORT

3%	1%	0%	3%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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